



The Road to Zero: NHTSA's Three Lanes

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Administrator



35,200



Roadway Lives Lost = 747 Crash Every Week/1 YR





94%



The only acceptable goal:

0

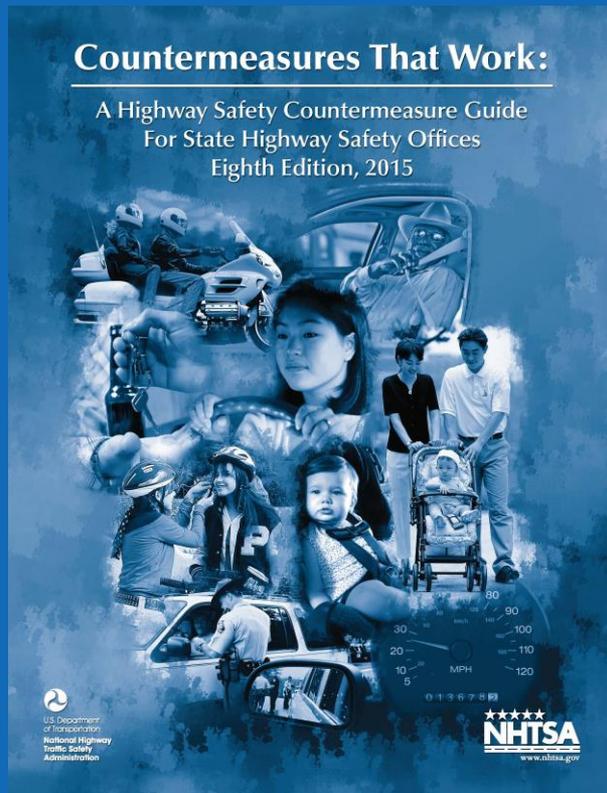
But when?
And how?



How do we get there?

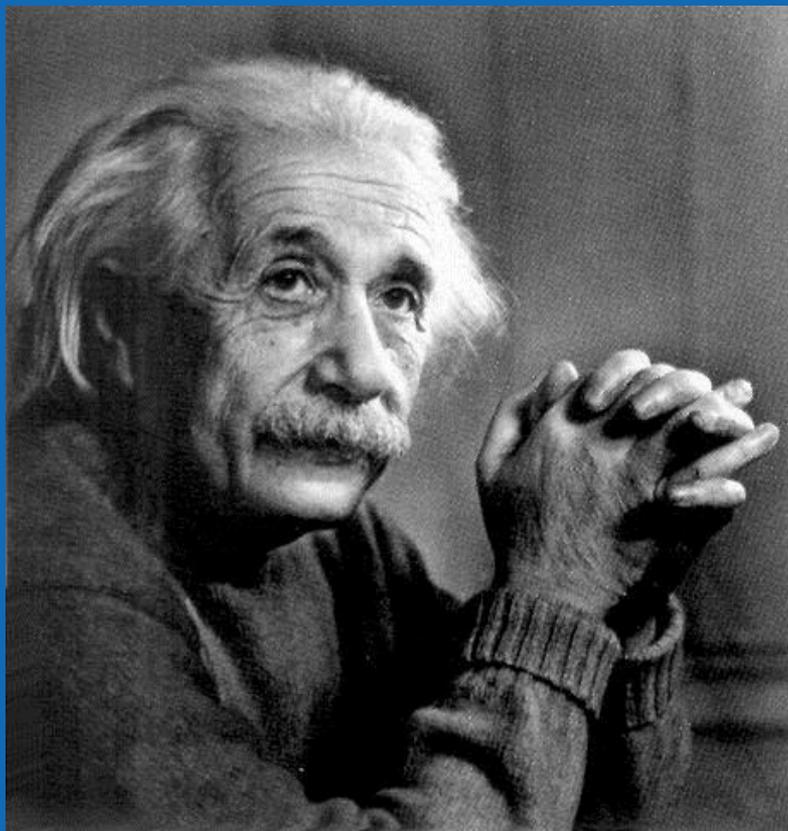
Countermeasures That Work:

A Highway Safety Countermeasure Guide
For State Highway Safety Offices
Eighth Edition, 2015



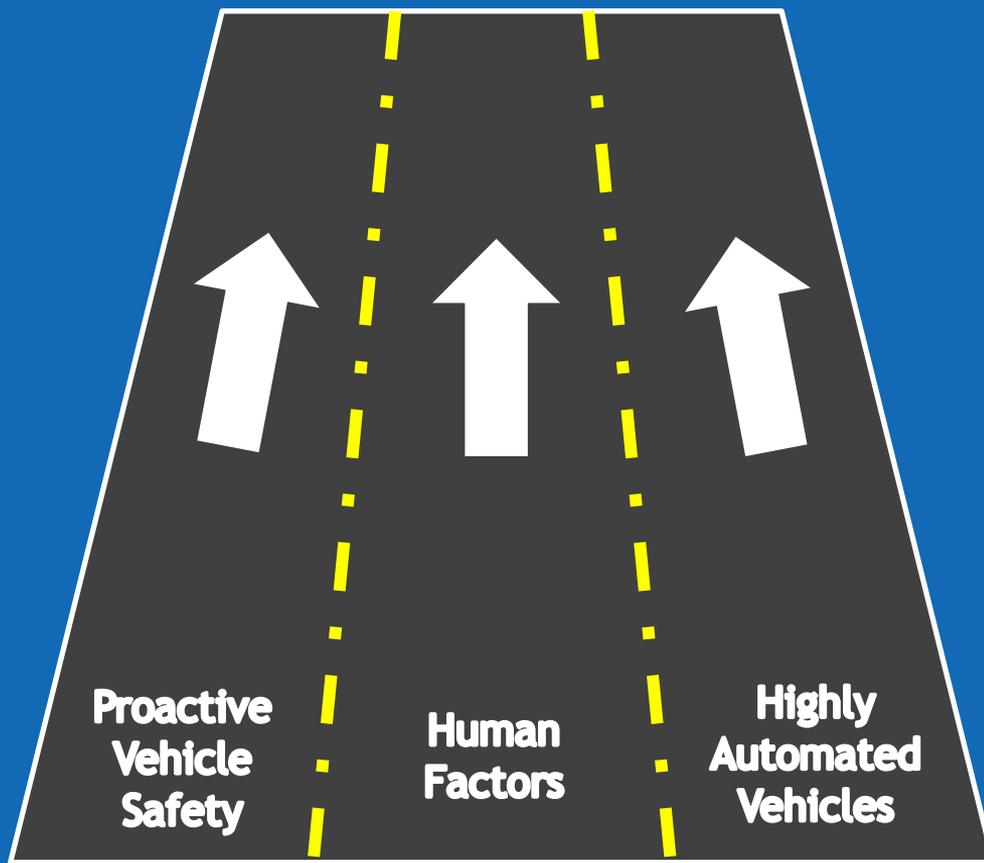
U.S. Department
of Transportation
National Highway
Traffic Safety
Administration

★★★★★
NHTSA
www.nhtsa.gov





The Road to Zero





Proactive Vehicle Safety

Traditional Approach

Mitigate the crash

Fix the defect

70 percent recall completion

Investigate. Recall.
Penalize. Repeat.

Proactive Approach

Prevent the crash

Prevent the defect

100 percent recall completion

Work together.
Repeat.



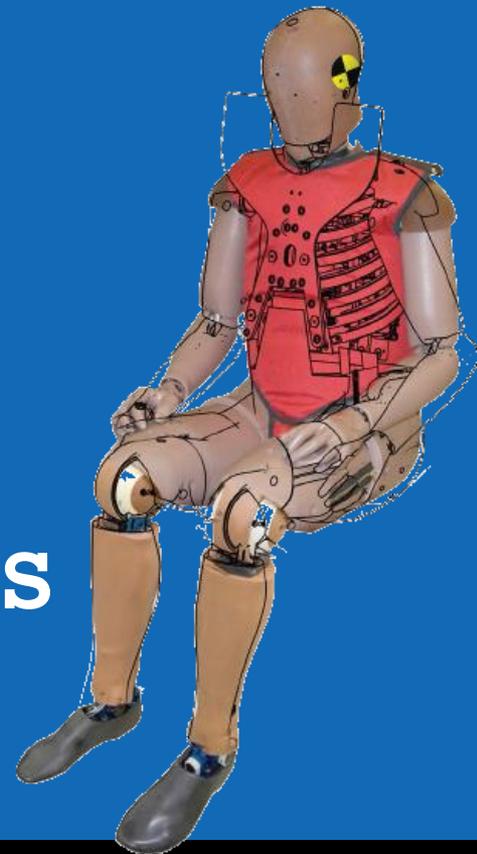
Proactive Vehicle Safety

NCAP/5 - Star Safety Ratings

AEB

Retooling Recalls

Proactive Safety Principles





Proactive Vehicle Safety

Early Successes

- NHTSA/FAA Forum: Enhancing Safety Culture in Transportation
- FCA: Automotive Safety Recall Best Practices Summit
- Cybersecurity Best Practices/Industry Roundtable



Human Factors: Choices and Errors



LEARN MORE

U DRIVE.
U TEXT.



STILL MAKING EXCUSES?
YOU KNOW BETTER.

WATCH MORE

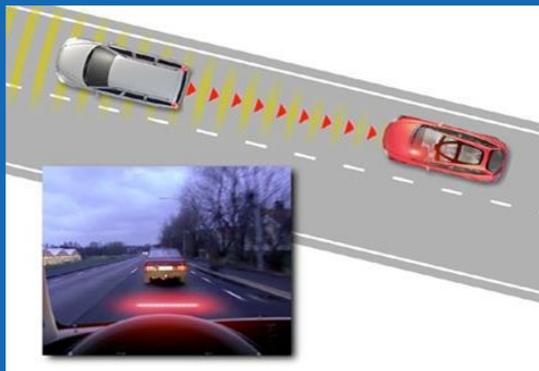


Highly Automated Vehicles

- Historic approach:

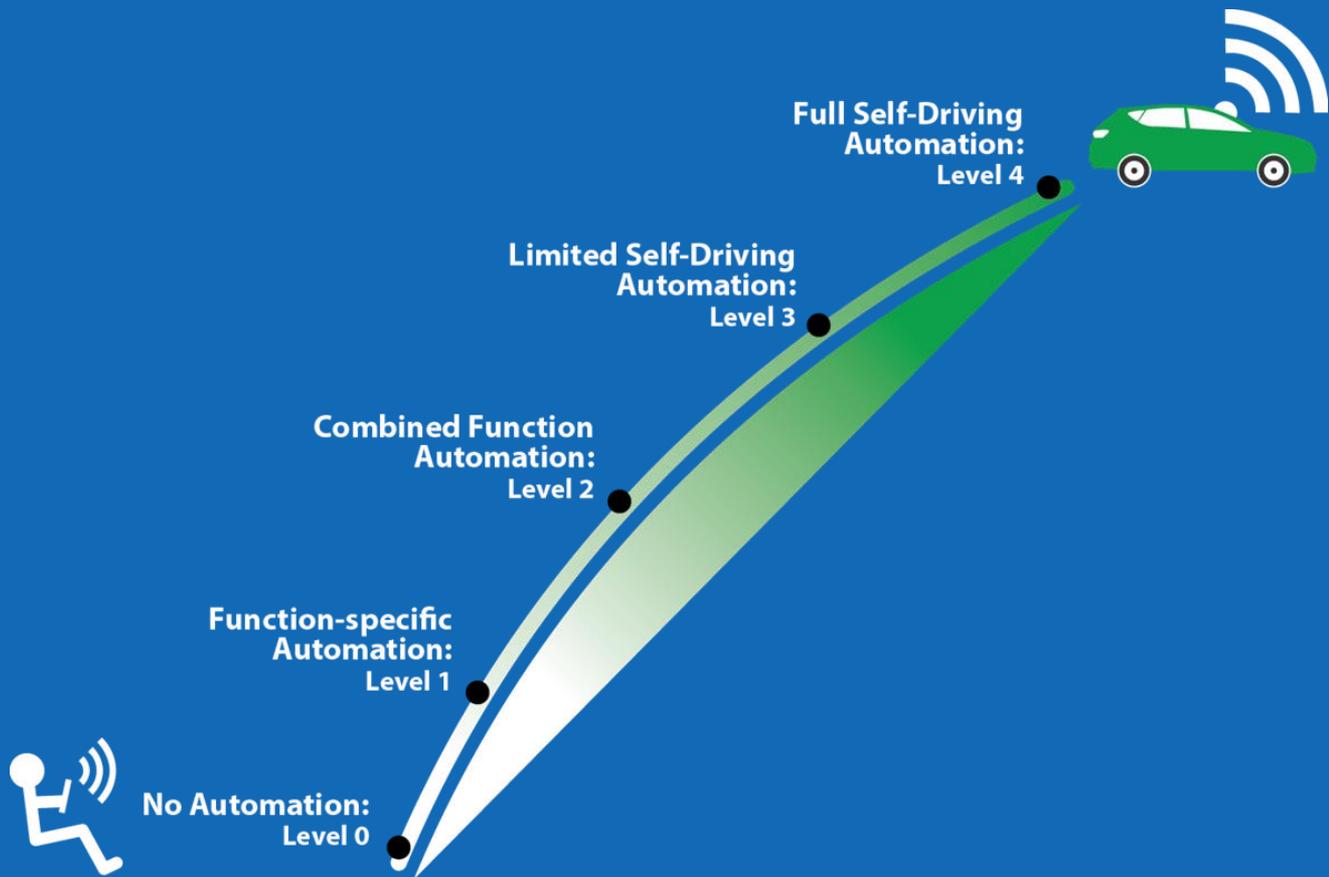


- Proactive approach:



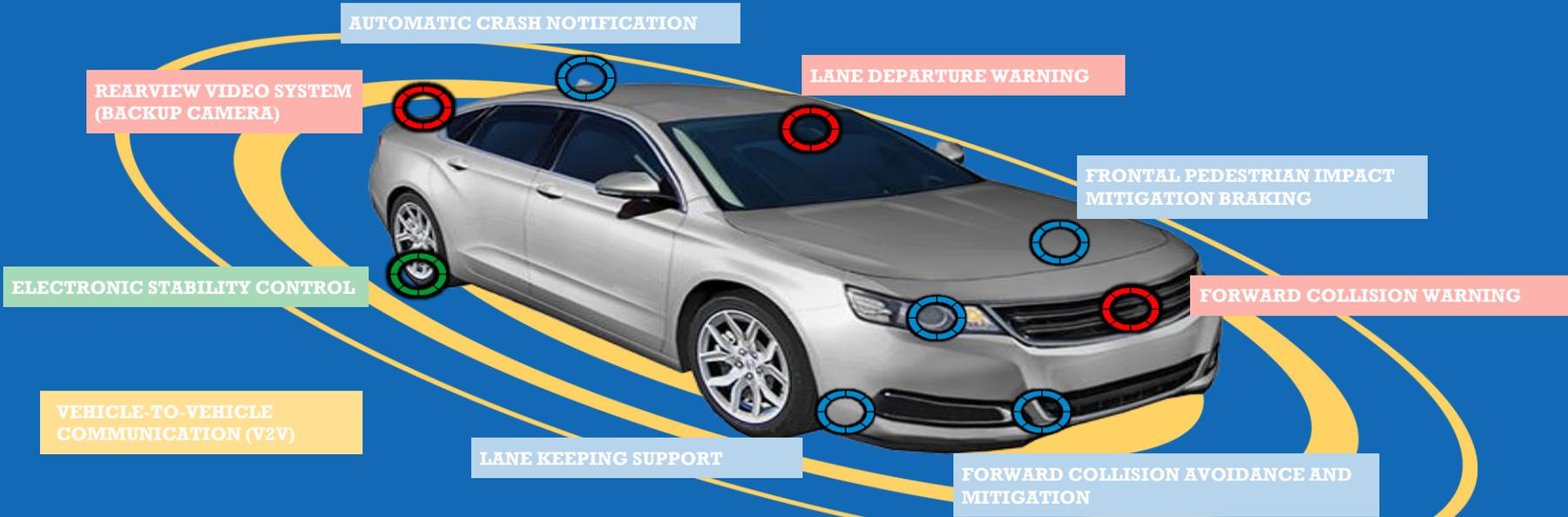


The Potential of Automation





Safety Technologies

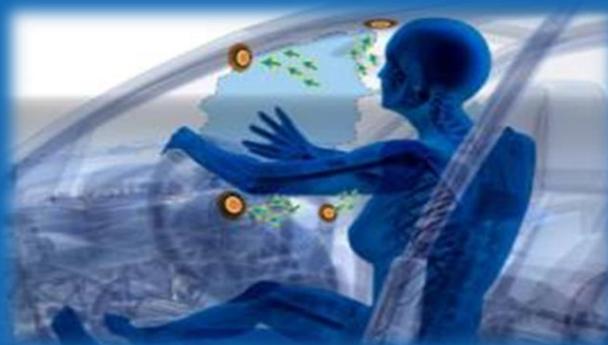




Driver Alcohol Detection System for Safety

Objective

A non-invasive, seamless technology to measure driver BAC and reduce the incidence of drunk driving





Vehicle to Vehicle (V2V): Connected Automation

Forward Collision



Do Not Pass



Lane Change/Blind Spot



Intersection





Highly Automated Vehicles

- President Obama's commitment: \$3.9 billion
- DOT/NHTSA:
 - Vehicle Performance Guidance
 - Model State Policy
 - Current Tools and Authorities
 - New Tools and Authorities



613,501

NHTSA

